

Oct.11. 2010 12:02PM STRAUB & POKOTYLO

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IN THE UNITED STATES
PATENT AND TRADEMARK OFFICE

Attorney Docket No.: Google-40APP (GP-092-00-US)

Appl. No.: 10/795,807

Applicants: Salar Arta KAMANGAR, et al.

Filed: March 8, 2004

Title: ARBITRATING THE SALE OF AD SPOTS TO INCREASE OFFER
COMPETITION

TC/A.U.: 3688

Examiner: Daniel Lastra

Mail Stop AF
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

REQUEST FOR RECONSIDERATION

Sir:

In response to the final Office Action mailed on July 12, 2010 (Paper No. 20100621), which set a period for response to expire on October 12, 2010, please reconsider the above identified application in view of the following:

Remarks/Arguments begin on page 2 of this paper.